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Message:

Please see the attached proposed claim amendments that we discussed. Please let me know whether these are acceptable and I will contact my client. Thank you.

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (previously presented) A method performed by a server device, comprising:

receiving, by a processor of the server device, a query;

determining, by the processor, a geographic location associated with the query;

determining, by the processor, a topic corresponding to the query;

determining, by the processor, a distance adjustment factor associated with the topic;

identifying, by the processor, a set of documents based, at least in part, on the query;

determining, by the processor, for each document in the set of documents, a topical score based, at least in part, on the query;

determining, by the processor, for each document in the set of documents, a measure of distance between a geographic location associated with the document and the geographic location associated with the query;

generating, by the processor, for each document in the set of documents, a distance score based, at least in part, on the measure of distance and the distance adjustment factor, where the distance adjustment factor controls an amount that the distance score changes as a function of the measure of distance; and

ordering, by the processor, the set of documents as a function of both the topical

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scores for the set of documents and the distance scores for the set of documents.

2.   (canceled)

3.   (previously presented) The method of claim 1, where the function depends on the topical score and the distance score of each document in the set of documents.

4.   (previously presented) The method of claim 1, where the topical score is higher for a more relevant one of the documents than a less relevant one of the documents, and the distance score is higher for one of the documents with the geographic location nearer to the geographic location associated with the query than another one of the documents with the geographic location further from the geographic location associated with the query.

5.   (previously presented) The method of claim 4, where the function is a monotonic function of the topical scores and a monotonic function of the distance scores.

6.   (previously presented) The method of claim 1, where the distance score is a monotonic function of the distance.

7.   (previously presented) The method of claim 1, where the ordering the set of documents further comprises weighting the topical scores and the distance scores

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differently.

8.   (previously presented) The method of claim 7, where a topic weight is applied to the topical scores and a distance weight is applied to the distance scores.

9.   (previously presented) The method of claim 8, where the topic weights vary for different ones of the topical scores and the distance weights vary for different ones of the distance scores.

10.   (previously presented) The method of claim 9, where at least some of the weights vary based, at least in part, on the query.

11.   (previously presented) The method of claim 9, where at least some of the weights vary based, at least in part, on one of the topic or a keyword associated with the query.

12.   (previously presented) The method of claim 1, where a first document in the set of documents includes a corresponding first topical score and first distance score, a second document in the set of documents includes a corresponding second topical score higher than the first topical score and second distance score lower than the first distance score, a third document in the set of documents includes a corresponding third topical score higher than the first topical score and third distance score lower than the first distance score; and

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where the ordering the set of documents includes ordering the second document higher than the first document and the third document lower than the first document.

13.   (previously presented) The method of claim 1, where a first document in the set of documents includes a corresponding first topical score and first distance score, a second document in the set of documents includes a corresponding second topical score lower than the first topical score and second distance score higher than the first distance score, a third document in the set of documents includes a corresponding third topical score lower than the first topical score and third distance score higher than the first distance score; and

where the ordering the set of documents includes ordering the second document higher than the first document and the third document lower than the first document.

14.   (previously presented) The method of claim 1, where the ordering the set of documents includes:

generating an overall score, for each of the documents in the set of documents, as a combination of the topical score and the distance score, and

ordering the set of documents based, at least in part, on the overall scores.

15.   (canceled)

16.   (canceled)

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17.   (previously presented) The method of claim 1, where the documents are web pages.

18.   (previously presented) The method of claim 1, where the documents are advertisements.

19.   (currently amended) A system, comprising:

one or more devices comprising:

    means for determining a geographic location associated with a query;

    means for determining a topic associated with the query;

    means for determining a distance adjustment factor associated with the topic;

    means for determining a distance score for each document of a plurality of documents based, at least in part, on the distance adjustment factor and a measure of distance between a geographic location, to which the document is geographically relevant, and the geographic location associated with the query, where the distance adjustment factor controls a rate at which the distance score changes as a function of the measure of distance;

    <u>means for determining a topical score for each document of the plurality of documents based, at least in part, on the query;</u> and

    means for ranking the plurality of documents based, at least in part, on the distance scores <u>and the topical scores</u>.

20.   (previously presented) A server, comprising:

one or more devices comprising:

a document locator configured to:

receive a search query, and

identify a set of documents based, at least in part, on the search

query;

a location component configured to:

determine a geographic location associated with the search query,

determine a topic associated with the search query, and

determine a distance adjustment factor associated with the topic;

and

a ranking component configured to:

determine topical scores for the set of documents based, at least in

part, on the search query,

determine distance scores for the set of documents based, at least

in part, on the distance adjustment factor and measures of distance

between geographic locations associated with the set of documents and the

geographic location associated with the search query, where the distance

adjustment factor controls a rate at which the distance scores change as a

function of the measures of distance, and

rank the set of documents based, at least in part, on the topical

scores for the set of documents and the distance scores for the set of

documents.

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21.   (previously presented) The server of claim 20, where the ranking component is further configured to order the set of documents based, at least in part, on the ranking of the set of documents.

22.   (currently amended) A storage device containing instructions executable by at least one processor to perform a method that comprises:

receiving a search query;

identifying a geographic location associated with the search query;

identifying a topic relating to the search query;

determining a distance adjustment factor relating to the identified topic;

identifying a set of documents based, at least in part, on the search query;

determining a geographic location associated with at least one document in the set of documents;

calculating a distance score based, at least in part, on the distance adjustment factor and a measure of distance between the geographic location associated with the search query and the geographic location associated with the at least one document, where the distance adjustment factor controls an amount that the distance score changes as a function of the measure of distance;

determining a topical score for the at least one document based, at least in part, on the search query; and

ranking the at least one document in the set of documents based, at least in part, on the distance score and the topical score.

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23.   (previously presented) The storage device of claim 22, where the distance adjustment factor is determined based, at least in part, on a user profile associated with a user.

24.   (previously presented) The storage device of claim 22, where the distance adjustment factor is determined based, at least in part, on user behavior with regard to prior search results.

25.   (canceled)

26.   (previously presented) The storage device of claim 23, where the ranking at least one document in the set of documents is based, at least in part, on the distance score and a topical score relating to a relevance of the at least one document to the search query, where the distance score and the topical score are weighted differently.

27.   (canceled)

28.   (canceled) ~~A method performed by a server device, comprising:~~

~~analyzing, by a processor of the server device, a target document to identify a topic for the target document and a geographic location associated with the target document;~~

~~identifying, by the processor, targeting information for a plurality of~~

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advertisements;

comparing, by the processor, the targeting information to the topic to identify a set of potential advertisements;

determining, by the processor, a distance score for at least one advertisement in the set of potential advertisements using a geographic location of an advertiser location associated with the one advertisement and the geographic location associated with the target document;

ordering, by the processor, the set of potential advertisements based, at least in part, on the distance score of the at least one advertisement; and

presenting, by the processor, at least some of the ordered set of potential advertisements within the target document.

29.   (canceled)   The method of claim 28, further comprising:

ranking the set of potential advertisements based, at least in part, on the comparing; and

where the ordering the set of potential advertisements includes re-ranking at least some of the set of potential advertisements.

30.   (canceled)   The method of claim 28, where the geographic location associated with the target document is based, at least in part, on a location associated with a user that accesses the target document.

31.   (canceled)   A system, comprising:

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one or more devices comprising:

means for identifying a topic for a target document;

means for identifying a location associated with the target document;

means for identifying targeting information for a plurality of advertisements;

means for identifying a set of potential advertisements based, at least in part, on the targeting information and the topic for the target document;

means for determining a distance score for at least one advertisement in the set of potential advertisements using an advertiser location associated with the at least one advertisement and the location associated with the target document;

means for ranking the set of potential advertisements based, at least in part, on the distance score of the at least one advertisement; and

means for presenting at least one of the ranked set of potential advertisements within the target document.

32.　　(previously presented)　The system of claim 19, where the means for ranking the plurality of documents includes means for arranging the plurality of documents based, at least in part, on the distance scores and topical scores for the plurality of documents, where the topical score is higher for a more relevant one of the plurality of documents than a less relevant one of the plurality of documents, and the distance score is higher for one of the plurality of documents with the geographic location nearer to the geographic location associated with the query than another one of the

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plurality of documents with the geographic location further from the geographic location associated with the query.

33.   (canceled)

34.   (canceled) ~~The system of claim 31, where the means for identifying the topic for the target document includes means for analyzing a content of the target document to identify the topic for the target document.~~

35.   (currently amended) A storage device containing instructions executable by at least one processor to perform a method that comprises:

receiving a search query;

identifying a geographic location associated with the search query;

identifying a set of documents based, at least in part, on the search query;

determining, for each document in the set of documents, a topical score based, at least in part, on a relevance of the document to the search query;

determining, for each document in the set of documents, a distance score based, at least in part, on a measure of distance between a geographic location associated with the document and the geographic location associated with the search query;

~~selecting~~ determining a distance weight based, at least in part, on a topic or keyword associated with the search query;

applying the distance weight to the distance score to generate a weighted distance score;

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generating, for each document in the set of documents, a total score based, at least in part, on the topical score and the weighted distance score;

~~sorting~~ <u>ordering</u> the set of documents based, at least in part, on the total scores;

generating a search result document that includes information regarding the ~~sorted~~ <u>ordered</u> set of documents; and

presenting the search result document.

36.   (currently amended) The storage device of claim 35, where <u>the method</u> further comprises:

selecting a topical weight based, at least in part, on the topic or keyword associated with the search query; and

applying the topical weight to the topical score to generate a weighted topical score;

where generating the total score includes:

generating, for each document in the set of documents, a total score based, at least in part, on the weighted topical score and the weighted distance score.

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